

**REMARKS:**

Applicant submits herewith a Request for Continued Examination. Applicant has amended claims 1, 4, 5, 7, 8, 9, 13, 19, 22 and 23 in clarification. Claims 6, 10, 14, 21, 24 and 25 have been canceled. New claim 26 has been added. No new matter has been added.

Amended independent claim 1 now specifically claims a ceiling fan display stand having a vertical support. A ceiling fan is connected to and suspended from a distal end of the arm extending from the support. The distal end is radially spaced from the vertical support by a distance less than the length of the ceiling fan blades. In this way, the fan blades engage the vertical support, and are thereby restricted from freely rotating. This structural feature provides safety advantages for the claimed display stand given freely rotating fan blades may cause injury to customers inspecting the fan. See Specification at page 7, lines 5-7.

Claim 1 has also been amended to provide for a horizontal base comprising at least one tubular member which defines a periphery of the base. The periphery of the horizontal base forms a T-shaped outline. A base plate is connected to the horizontal base near the periphery (i.e. a first portion of the horizontal base proximate the periphery thereof) so that the horizontal base includes a portion extending outwardly from the vertical support (i.e. a second portion). This second portion is configured for receiving and displaying ceiling fan boxes. See Specification, Figure 4.

Subject matter previously provided in claim 1 relating to first and second members having parallel legs is now provided in new dependent claim 26, which depends from claim 1. All other pending claims also depend from amended independent claim 1.

None of the prior art of record discloses or suggests a ceiling fan display as claimed in the present application. U.S. Patent No. 5,273,402 to Maury fails to disclose or suggest a ceiling fan display having a horizontal base comprising a tubular member defining a periphery thereof and forming a T-shaped outline. Moreover, Maury fails to disclose or suggest an arm having a distal end radially spaced from the central axis of the vertical support, whereby the ceiling fan is suspended from the distal end. To the contrary, Maury includes an arm having an end from which a ceiling fan is suspended that is axially aligned with the vertical support. The arm in Maury also has a length greater than the length of the ceiling fan blades, thereby permitted the blades to freely rotate.

U.S. Patent No. 4,549,366 to Gerding is not directed to a ceiling fan display, and therefore does not include a ceiling fan such as provided in amended claim 1 of the present application. In addition, Gerding does not include a base having a periphery forming a T-shaped outline. Nor does Gerding include an arm having a distal end from which a ceiling fan is suspended. Rather, Gerding provides an arm having a needlework hoop extending upwardly from a support. Suspending the needlework hoop would destroy the intent of Gerding's invention, given a user could not access a needlework piece if it was suspended as it would be upside down relative to the user.

U.S. Patent No. 6,158,701 to Deshler also fails to disclose or suggest the present application, as amended, either alone or in combination with the other references. Deshler likewise fails to provide for an arm having a distal end from which a ceiling fan is suspended. Furthermore, suspending a vehicle part from the stand disclosed in Deshler would destroy the intent of the invention. In addition, it is unlikely such a configuration

would support the weight of the part. The Deshler stand clearly intends that the part be rested on top of the “support rack 30” and axially aligned with the vertical support. Furthermore, the Deshler base fails to include tubular members defining a T-shaped periphery, as in the horizontal base of the present invention. The Deshler base is not horizontal, as noted by Applicant in previous responses, and therefore is not configured for receiving boxes of ceiling fans (or boxes of any other parts).

None of the remaining references previously cited are directed to display stands for supporting a ceiling fan. Furthermore, none of the art of record discloses or suggests a stand having a support arm as claimed by Applicant, wherein the arm includes a distal end radially spaced from a vertical support by a distance less than the distance of ceiling fan blades. This feature is neither disclosed nor relevant in the art of record. Further, none of the art of record discloses or suggests a horizontal base having the features claimed by Applicant, including a tubular member defining a periphery and forming a T-shaped outline, whereby the base plate (and thus vertical support) is connected to a portion of the horizontal base proximate the periphery. This configuration provides for a second portion extending outwardly from the vertical support which provides a surface for receiving boxes of ceiling fans.

The features now provided in the amended claims provide for a lightweight ceiling display stand that safely displays a ceiling fan, allows customers to view the ceiling fan, and allows an area for storing ceiling fan boxes (i.e. boxes of the ceiling fan being displayed) which are easily accessible to customers without assistance of retail store personnel. The configuration of the display stand is also relatively unobtrusive given the distal end of the arm and portion of the horizontal base for storing boxes extend

outwardly and away from the vertical support (i.e. radially spaced therefrom). By way of explanation, Applicant submits herewith a copy of a page from Applicant's catalogue featuring the "Ceiling Fan Display Unit".

In light of the amendments and remarks herein, Applicant submits that all pending claims are now in condition for allowance. Reconsideration of the application in amended form is respectfully requested. The Examiner is invited to contact the undersigned should any further explanation or clarification be required.

A Request for Continued Examination is submitted herewith, along with the requisite fee. It is believed that no other fees are due with this submission. Should that determination be incorrect, then please debit Account No. 50-0548 and notify the undersigned.

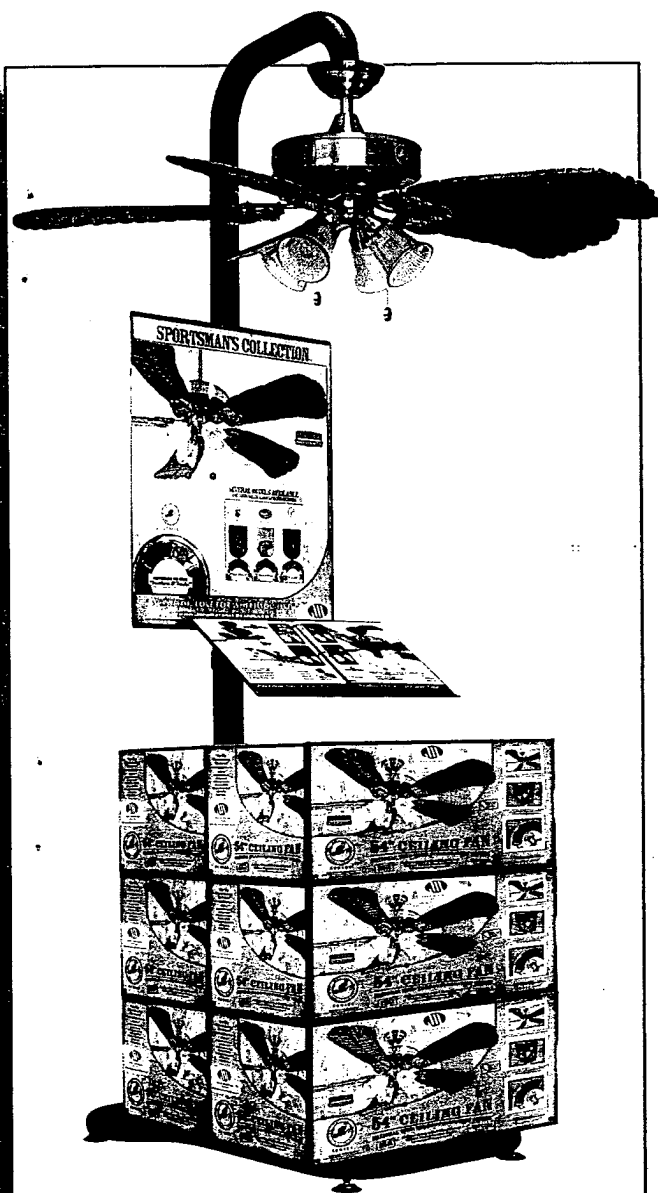
Respectfully submitted,



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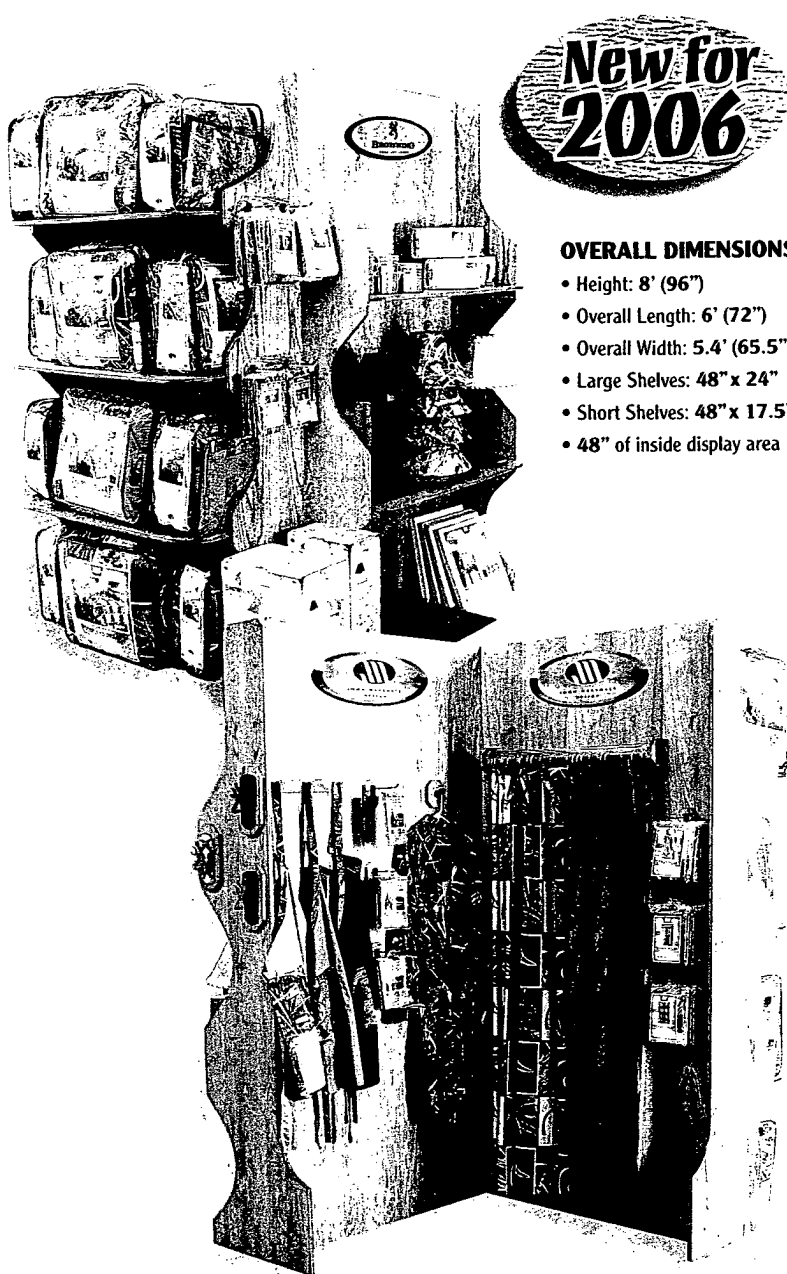
# John Marshall Design Retail Display



## Ceiling Fan Display Unit

The John Marshall Design Ceiling Fan Display is an outstanding Silent Salesman for any retailer selling ceiling fans. It is easy to assemble and attractive, while requiring a minimal amount of floor space. The display holds 6 boxes of ceiling fans and one ceiling fan can be displayed so the many built-in features of the fan can be seen by the customer.

- Self-standing • Self-merchandising
  - Quick and easy to assemble • High quality, durable steel frame
  - Reduces the need for shelf and floor space
  - Requires only 8'10" (H) x 3' (D) x 2'8" (W) of retail floor space
  - No salesperson required
  - Comes with attractive signage and a drilled catalog to accommodate customer's need for any fan
- John Marshall Design makes..... **Model No. 79000**



## "L" Display Unit

In order to be successful in the gift and home décor market, you have to make a commitment to the category. The commitment needs to be made visually with quality displays. John Marshall Design gives you that option whether you have a lot of space or just a little. Ask us how we can help you!

- One-stop shopping display for home décor products.
- Easy Assembly
- Knock-down construction for easy storage
- Includes signage for the products you choose
- Adaptable to almost any product assortment
- Display FREE with stocking plan-o-gram purchase ..... **Model No. LDISP1**

**Assorted Plan-o-grams available. Please contact your sales representative for more information.**

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